

SELF HELP STORES

Babson, the Statistician Advises the Merchants to Adopt New Method

Wellesley Hills, July 1, 1922. In an interview today Roger W. Babson appealed to merchants to study the "self help" stores. He believes that the small merchant has great opportunity if he will only adopt modern methods and advertise more. He insists that the public does not demand the Chain stores, but rather demands economical and convenient service. People buy from the chain stores because that is the only place in their community that they can get such service, he continued.

"Chain stores are having a tremendous run today. They are springing up in every community. Local merchants are beginning to become panic stricken. They fear that the chain store is to swallow up everything. Grocers, druggists and clothing dealers are especially troubled. Considering the tremendous number of small merchants this is a problem in which everyone should be interested. There are for instance over 300,000 independent grocers in this country. To have their business wiped out would result in a tremendous economic appeal. All together there are over 1,000,000 small merchants in Amer-

ica who are vitally interested in this program, as they will be wiped out if the chain store proves to be the legitimate method of merchandising.

"Personally I feel that this change is due to the fact that the chain store comes nearer to giving the public what it wants and prospers for that reason. If the local merchants will adopt the same up-to-date methods of economical merchandising he need have nothing to fear from chain store competition. These newer and especially these self help establishments are doing a splendid business because their plan is practical and because they are being operated by young men with initiative and enthusiasm. The railroads did a fine business when they were so operated 20 or 30 years ago. Chain stores, however, will have their troubles just as the railroads have had theirs. Clerks, truck drivers and buyers will some day be organized and as saucy and independent as the typical plumber is today. Then the chain stores sales will drop off and operating expenses will increase and they will have to adopt a more modern form of merchandising or give way to a new order. The "self help" system eliminates labor difficulty to a considerable extent and presents a most interesting study both as to service and to cost.

"I appeal particularly to merchants of the older school and urge them to study very carefully these "self help" stores, with their "self

help" service. It is true that the average merchant cannot get the advantage of collective buying unless he himself joins a chain. Any merchant, however, can install a "self help" system of selling independently. Of course, this means more than reorganizing the fixtures of his store. He must change his entire attitude. The "self help" stores for instance are very dependent upon advertising, much more so than are the chain stores and local merchants. The latter must advertise more than ever if he is to adopt the "self help" system. I am not a merchant, merely a statistician. Statisticians, however, clearly indicate that if the local merchant continues as at present he will be eliminated from American industry to make way for more modern machinery of distribution.

"In regard to chain store securities. Most of these merchandising companies should do well for the next few years. Mail order concerns will also prosper, but I predict that even stores like the A & P will some day change over to a "self help" system. They will be forced to in order to survive. When the change is made their securities will become "self help" securities. It is not my purpose," concluded Mr. Babson, "to recommend them as securities, but rather to try to awake the local merchants before it is too late, and to get them to adopt the methods of more economical distribution which are winning out today."

General business according to the index figure of the Babsonchart, stands at 17 per cent below normal. This is encouraging indeed when you realize that it is holding up in face of the threatened rail strike on top of the usual summer dullness.

IRONSIDE NEWS

Farmers in this section are getting their machinery ready to start haying, and crops are looking fine.

The Ironside ball team crossed bats with Malheur team Sunday. The score was 3 to 7 in favor of Ironside.

Ray Wise takes the stage line from Brogan to Bonita and Ironside, and we hope to get as good service in the next four years as we have had in the past.

Walter Anderson and family, enroute from Prairie City to Jamieson, made a short visit at Ironside Saturday.

Arthur Nickles and son, Orval, and Earl Van Buran drove to Ontario Saturday on business.

Ralph Pope and Mr. Hutton of Vale, were visitors here Saturday, on a fishing trip.

Mr. and Mrs. Hankins of Westfall, returned home Wednesday from a fishing trip on Malheur river and upper Willow.

Pat Gallagher and John Dunphy of Ontario, were in this vicinity Saturday fishing.

Hub Walters moved a bunch of cattle from Cow Valley to the pastures on Camp creek Thursday.

Mr. and Mrs. H. L. Howeward made a short visit here last week. They were motoring from Eugene to Iowa, where they will spend the summer with relatives.

Mr. and Mrs. H. Elms of Unity and Mr. and Mrs. Raleigh VanBurand of Ironside, motored to Vale Thursday, returning the same day.

Jess Simpson returned home from Huntington Thursday. He is recovering from a seige of spotted fever.

Mrs. F. G. White and daughter, Norma, spent a few days at Ironside this week.

Mr. and Mrs. Elmer Malthan returned home from Ontario Monday.

Mr. and Mrs. F. Smith of Brogan were Ironside visitors Wednesday. From here they went to Unity for a visit at the Morfitt home.

Mr. Hinton of Bonita was an Ironside visitor Wednesday. While here he purchased a Ford car from A. E. Nickles.

John Weaver of Bonita was a business visitor here Wednesday.

E. P. and Francis Rose returned Friday from Baker, where they went to purchase machine repairs.

Chas. Seaton returned Thursday from Baker with a new hay stacker and mowing machinery.

Harol Guernsey of Fruitland, is spending the week at the Locey home.

Mr. and Mrs. G. A. Tureman arrived here Wednesday from Burns.

S. Smith returned Thursday from Brogan where he has been haying.

Mrs. Ray Duncan and family and Miss Ruth Lackey and niece, Evaline left on Thursday's stage for Ontario where they will spend the Fourth.

Ralph Duncan brought a load of haying implements from Brogan Thursday.

MALHEUR COUNTY REAL ESTATE TRANSFERS RECORDED JUNE 24 TO JULY 1

Floyd R. Sprague et ux to Pierre Nouque, SE 1/4 SW 1/4, SW 1/4 SE 1/4 Sec. 2:41:45. 6/19/22. \$10.
 LaVerne J. McGee to Miranda Watson, part of NW 1/4 NE 1/4 Sec. 2:21:46. 6/6/22. \$1.00.
 Alexander McPherson, Sr. et ux to Bankers Discount Corporation, E 1/2 E 1/2 SW 1/4, W 1/2 SE 1/4 Sec. 8:9:47. 5/9/22. \$1.00.
 Wm H. Wiggins to Mrs. Marguerite Weis, Undivided Half Interest in NW 1/4 SE 1/4 Sec. 3:33:39. 5/31/22. \$10.
 State of Oregon to Daniel F. Murphy, NW 1/4 NE 1/4 Sec. 36:18:37. 8/28/20. \$140.
 State of Oregon to Angie Murphy S 1/2 SE 1/4 Sec. 36:18:37. 2/17/22. \$200.
 U. S. A. to Wm. Murphy, E 1/2 SE 1/4 Sec. 18, E 1/2 NE 1/4 Sec. 19; NW 1/4 Sec. 29-19-38. 6/12/22.
 U. S. A. to Wm. A. Murphy, W 1/2

SW 1/4 Sec. 17; SW 1/4, and W 1/2 NW 1/4 Sec. 20:19:38. 6/12/22.
 U. S. A. to Walsy G. McEwen, W 1/2 Sec. 22:25:37. 12/27/21.
 U. S. A. to Walsy G. McEwen, E 1/2 Sec. 22:25:37. 12/27/21.
 C. E. Kenyon et ux to Weiser Loan and Trust Co., SW 1/4 NW 1/4, and lot 3, Sec. 4:16:47. 6/24/22.
 A. E. Grandjean to Wm. J. Lachner, sections 14, 15 and 17; and N 1/2 N 1/2, SE 1/4 NW 1/4 Sec. 16:20:44. 6/27/22. \$1.00.
 Sheriff H. Lee Noe to Molline Farms Co., lots 116 and 133 of Jamieson Acreage Tracts. 6/29/22. \$4,337.42.
 E. J. Burrough to Walter Richardson, N 1/2 and N 1/2 S 1/2 of lots 1 to 8 inclusive, in block 2 Taylor's Add. to Nyssa. 6/19/22. \$1000.
 Van Sicklin Land & Livestock Co. to Arthur Van Sicklin, lot 4, NE 1/4 SE 1/4 Sec. 13:16:47. Lots 1 and 2 SW 1/4 SW 1/4 Sec. 18; lot 1 and NW 1/4 NW 1/4 Sec. 19:16:48. 6/24/22.
MARRIAGE LICENSES ISSUED

Bert L. Miller and Emma Bertwell, 6/27/22.
 Harlie Daytoi Jenne and Viola M. Bingham 6/28/22.
COMPLAINTS FILED
 Alva Springer vs. O. B. King. 6/26/22. Injunction.
 Wm. Jones vs. Theron R. Beers et als. 6/28/22 To set aside deed.
 Joel Looper et al vs K. S. & D. Fruit Land Co. et al. 6/29/22. To quiet title.
 Ontario National Bank vs. J. H. Seaward et ux. 6/30/22. Foreclosure of Mortgage. \$16,036.24.
 J. R. Blackaby vs. J. H. Seaward et als. 6/30/22. To set aside deed.
 J. R. Blackaby vs. E. F. Seaward et als. 6/30/22. Recovery on note. \$4500.
 Wm. E. Lees vs T. M. Seaward et als. 6/30/22. Recovery on note. \$952.55.
 A. L. Longworth vs Willard Hanson, et als. 6/30/22. Foreclosure of mortgage. \$3336.70.

Banking Service

We have three officers who have lived in this county for at least FORTY years. Our other officers have lived here several years, and we think our experience can be of value to citizens of this community. We are to be of service wherever possible, and will be glad to talk over any business or any financial problems with you.

Ontario National Bank

Oldest Bank in Southeastern Oregon



The right fuel for warm weather

Pearl Oil, burned in a good oil cookstove, saves the housewife a lot of unnecessary drudgery.

No coal or wood to carry -- no ashes to shovel out. A clean, cool kitchen, with all the heat concentrated directly under the utensils, where it is needed.

No trouble to operate an oil cookstove, if you buy only Pearl Oil--the clean, economical kerosene that is refined and re-refined by a special process.

Sold by dealers everywhere. Order by name--Pearl Oil.

STANDARD OIL COMPANY (California)



A New Tread -- a Lower Price Reliable Goodyear Quality

Here is a new Goodyear Cord Tire—a big, sturdy, long-wearing tire—that sells at a price lower than you are asked to pay for many "long discount" tires of unknown value.

It has a different tread from the famous Goodyear All-Weather Tread Cord—a new tread with a deep, clean-cut, cog-like pattern—and it sells for from 20 to 25% less.

It has in it the same high-grade long-staple cotton, the same Goodyear patented group-ply construction, the same liberally oversized dimensions.

When you buy the 4 1/2-inch size, for example, you get a tire whose actual measurement is nearly 5 inches.

Don't confuse this Goodyear Cross-Rib Tread Cord with other popular-price cords which sell at the same price or for slightly more.

In many cases, these other cords are made of inferior materials, with short-staple cotton as a foundation.

Get the tire that is good enough to carry the Goodyear name, that is built to safeguard the world-wide Goodyear reputation.

All of the Goodyear Service Station Dealers listed here have the Goodyear Cross-Rib Tread Cord, as well as the famous All-Weather Tread Cord, ready for you now.

Compare these prices with NET prices you are asked to pay for "long discount" tires

30 x 3 1/2 Clincher	\$13.50	32 x 4 Straight Side ..	\$25.45	33 x 4 1/2 Straight Side ..	\$32.15
30 x 3 1/2 Straight Side ..	15.85	33 x 4 Straight Side ..	26.80	34 x 4 1/2 Straight Side ..	32.95
32 x 3 1/2 Straight Side ..	19.75	34 x 4 Straight Side ..	27.35	33 x 5 Straight Side ..	39.10
31 x 4 Straight Side ..	23.50	32 x 4 1/2 Straight Side ..	31.45	35 x 5 Straight Side ..	41.05

These prices include manufacturer's excise tax

Goodyear Cross-Rib Tread Cord Tires are also made in 6, 7 and 8 inch sizes for trucks



Directory of Ontario's Business Firms

DR. J. A. MCFALL Eyeglass Specialist Eye Glasses and Spectacles	REIHSEN & RYAN The Home of Good Eats and Low Prices Phones 3 and 131	RADER BROS. Dependable Merchandise "Not the Cheapest, But the Best" Sigs BYRON TURNER
ONTARIO NATIONAL BANK The Oldest Bank in Malheur County "Service that Serves" Capital and Surplus \$100,000.	PURITY BAKERY Ernest Barcus, Prop. All Kinds of Breads, Cakes and Pastry	W. L. HAZELTINE Watchmaker, Jeweler All Work Guaranteed
HOTEL WILSON The "Homey" Hotel of Malheur County. Good Meals 40c	WELLS DAIRY Phone 34 W2 Service day and night. Tubercular tested cows. Clean and sanitary equipment.	BLACKABY JEWELRY STORE Home of "Gifts that Last"
TROXELL IMPLEMENT CO. Farm Operating Equipment McCormick, Deering and P. & O.	MORR'S MILLINERY & NOVELTY SHOP Palymre Waists—Women's Dresses and Sport Clothes	ONTARIO PHARMACY O. M. Castleman, Prop. Prescription Specialist—Victor Phonographs—Rexall Remedies Eastman Kodaks
THE INDEPENDENT MARKET Phones 6 and 135 If It's Good To Eat—We Have It If It's Farm Produce—We Buy It	THE HUB One of 40 Stores Will Save You Real Money	H. R. UDICK Plumbing and Heating Domestic Water Systems
		TAGGART HARDWARE CO. Malheur County's Largest Hardware Store
		J. C. MCCREIGHT HARDWARE Satisfaction Guaranteed